

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Addl Joint Collectors (Non-cadre) – SERP as Resource Agency for bringing pro-poor perspective - Orders - Issued.

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**PANCHAYAT RAJ & RURAL DEVELOPMENT (RD-I) DEPARTMENT**

G.O.Ms.No. 74

Dated : 17.02.2010  
Read the following:

1. G.O.Ms.No.282, Finance (SMPC) Department, dt. 19-11-2009
2. D.O.Letter No. / / dated 02/01/2010 from CEO, SERP

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**ORDER**

In the G.O. 1st read above, the Government issued orders for creating one post of Additional Joint Collector (Non Cadre) in the 22 Districts except in Ranga Reddy District for strengthening of the District Administration in the cadre of Special Grade Deputy Collectors. The Additional Joint Collectors shall assist the District Collectors in all developmental activities taken up by the Government of AP on a large scale for the upliftment of the weaker sections of the society.

2. Whereas for discharging the role assigned to the Addl JCs effectively, it is found essential that they understand various facets of the rural and urban poverty, sensitized towards the requirements of the poor, and acquire a pro-poor perspective in their functioning.

3. Whereas Society for Elimination of Rural Poverty (SERP), Department of Rural Development is the apex Agency in the state for social mobilization of the poor through formation and strengthening of Self Managed Institutions of the poor; and whereas SERP is implementing the flagship programme of Government namely Indira Kranthi Patham (IKP), a statewide community driven rural poverty reduction project to enable the poor to improve their livelihoods and quality of life through their own organizations.

4. The CEO, SERP in the reference 2nd cited has informed Government that since SERP has established over a period of time an effective system for training / sensitizing the functionaries in the Rural Development Department as well as Other Departments of Government of AP and other State Governments in the areas of rural

poverty alleviation, social mobilization and building institutions of the poor through their women SHG network. CEO SERP further proposed that the Additional JCs can be exposed to the rural development initiatives involving organization of rural poor women through SHGs and that would increase their ability to understand the issues of poverty and rural areas better.

5. Government after careful examination of the proposal hereby nominate SERP as the Resource Agency for undertaking sensitization training so that they can work better in the task of uplifting the downtrodden and vulnerable communities in their respective districts. The CEO, SERP is further requested to draw up a detailed training programme for the Additional Joint Collectors that would include village immersions, exposure visits to the best practices in the welfare sector within the state and outside the state and interactions with the best practitioners of poverty initiatives.

6. A copy of this order is available on the Internet and can be accessed at the address: <http://www.rd.ap.gov.in>.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

S. V. PRASAD  
CHIEF SECRETARY TO GOVERNMENT

To

The Special Chief Secretary & Chief Commissioner of Land Administration.

The Principal Secretary, Rural Development.

The Secretary, Revenue Department.

The Chief Executive Officer, SERP, Hyderabad.

All District collectors.

All Additional Joint Collectors.

The PS to Minister (RD & SHG)

The PS to Chief Secretary to Government.

SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER